

# ConferenceNews

Welcome to *Conference News*, a monthly e-mail publication designed to keep you informed about TSIA conferences. This edition focuses on Technology Services Europe 2011 Berlin, which took place 7-8 April at the beautiful Hilton Berlin. Read on for a wrap-up of this highly successful European services summit.

## TSE 2011 Berlin Resounding Success

With attendance that surpassed expectations, we are pleased to announce that this year's Technology Services Europe was a monumental success and drew rave reviews from conference attendees. Take a look:

- "This was a professionally organized event. I got a lot of excellent input for future service business. Many thanks! I'm very impressed." — *Andrea Spengler, Manager Customer Service EMEA, Tandberg Data*
- "This year TSE highlighted the changing nature of the marketplace related to the technology sector services. The event was well-attended and speakers did a great job of explaining the positive effect that change has on the fortunes of technology sector companies." — *Nick Sellers, Director of Technology Marketing, Sykes Global Services*
- "TSE 2011 provided deep and detailed insights into the cataclysmic changes in the technology market and the current challenges for technology vendors. The analysis from TSIA and the presentations about applied approaches has inspired many instructive questions and thoughts." — *Paul G. Huppertz, Founder and Owner, servicEvolution*
- "The keynote sessions were extremely useful. It was obvious that the organizers had a strong message to send and a clear and coherent agenda to do so. It definitely helped me make sense of and put into perspective some of the trends that I'm seeing in our industry." — *Razvan Pirvu, SGS Systems and Tools Director, SITA*

When polled, 94% of conference attendees found the conference to be "Extremely Valuable/Valuable." In addition, a significant percentage of conference-goers said they would attend again as well as recommend TSE to a friend or colleague.

## TSE Revisited

With all the positive feedback we received, we know you'll want to revisit all the action. Here's how:

- **Download the Presentations** – Slides from all the conference sessions are now available online. If you attended the conference, it's a great way to recap what you experienced and share it within your organization. If you weren't able to be with us in Berlin, you now have the opportunity to view all the great content presented by the industry's best and brightest. [Click here to download.](#)
- **TSE Conference Blog** – [Visit the TSE conference blog](#) for a play-by-play account of the entire event. We captured all the special moments of the conference, including the opening luncheon, the syndicate and breakout sessions, and the networking dinner at Restaurant Nolle.
- **TSE Flickr Page** – They say a picture tells a thousand words, and we agree. [Visit our TSE Flickr page](#) and see for yourself.

Attend  
TSW &  
Save  
**40%**

Enter promo code:  
**EMEA2011**

---

## John Ragsdale Commentary...

From the early feedback from attendees and sponsors, TSE 2011 Berlin was a resounding success! On Day One, attendees were able to meet with representatives from our Platinum, Gold, and Silver sponsors, including Compuware, PRTM, Sykes, ServiceSource, and Axeda to discuss technology trends in EMEA and learn more about each sponsor's offerings. Attendees and sponsors alike took part in the networking dinner at the end of Day One, which presented another opportunity to continue the conversation. On Day Two, a presentation by Novabase on how their implementation of a professional services automation solution enabled better decision-making, customer support, and improved operations took place that was sponsored by Compuware. We'd like to extend our sincere thank you to all our conference sponsors: Compuware, PRTM, Sykes, Citrix Online, ServiceSource, Axeda, and Consona!

[Forward to a friend](#) | [Unsubscribe or manage email settings](#)

Get connected 

*ConferenceNews is the official conference newsletter produced by the Technology Services Industry Association.*

17065 Camino San Bernardo, Suite 200, San Diego, CA 92127 USA | Tel. +1.858.674.5491  
To update your profile or unsubscribe [click here](#)